

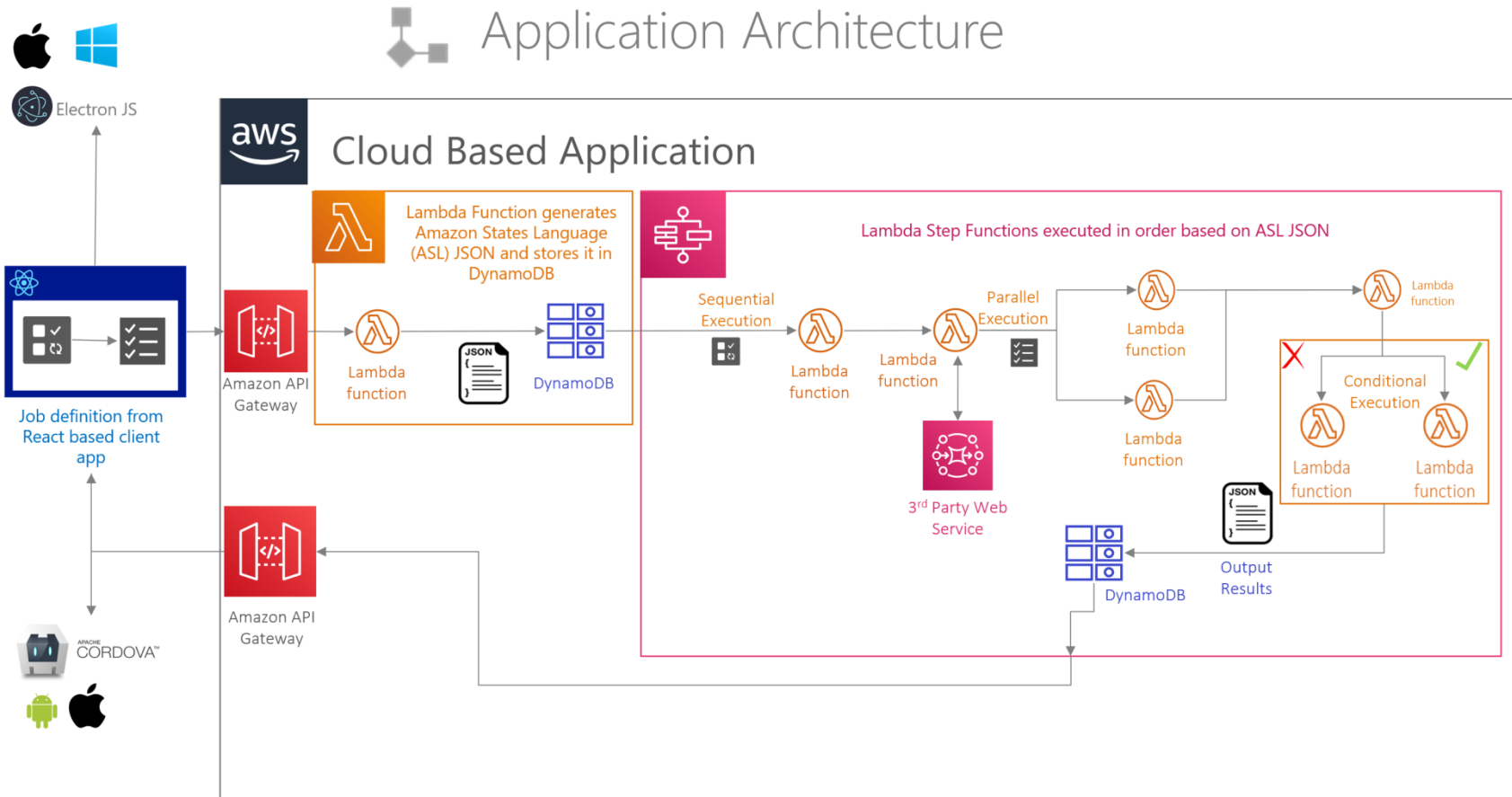
Blueleap

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# Business Objectives

- **To build a B2B platform where companies can connect and interact with their customers from their existing CRMs, communicate using chat bots, do image and sentiment analysis using AI services**
- **create provisions for an analytics platform where customers can effectively manage their social media presence, analyze trends and provide tips to increase the reach**

# Overview



# Backend

- **The backend of our solution is built on loosely coupled micro services (lambda) architecture that can be combined in any way. Integration of AI services like LEX for Natural Language Processing, Recognizing Visual recognition, etc. Infrastructure as Code for scalable and fast deployment for all major components. State of the Art authentication is implemented using AWS Cognito**
- **We have also built a comprehensive system to orchestrate the provisioning of resources in AWS**

## AWS Lambda

All the connectors are built with AWS Lambda that runs the code only when triggered, hence reducing the cost. When the lambda is triggered, it performs the necessary operations, looks up Dynamo DB for the next steps and triggers other Lambdas in sequence automatically. Once all the operations are complete, the Log is written back in Dynamo DB

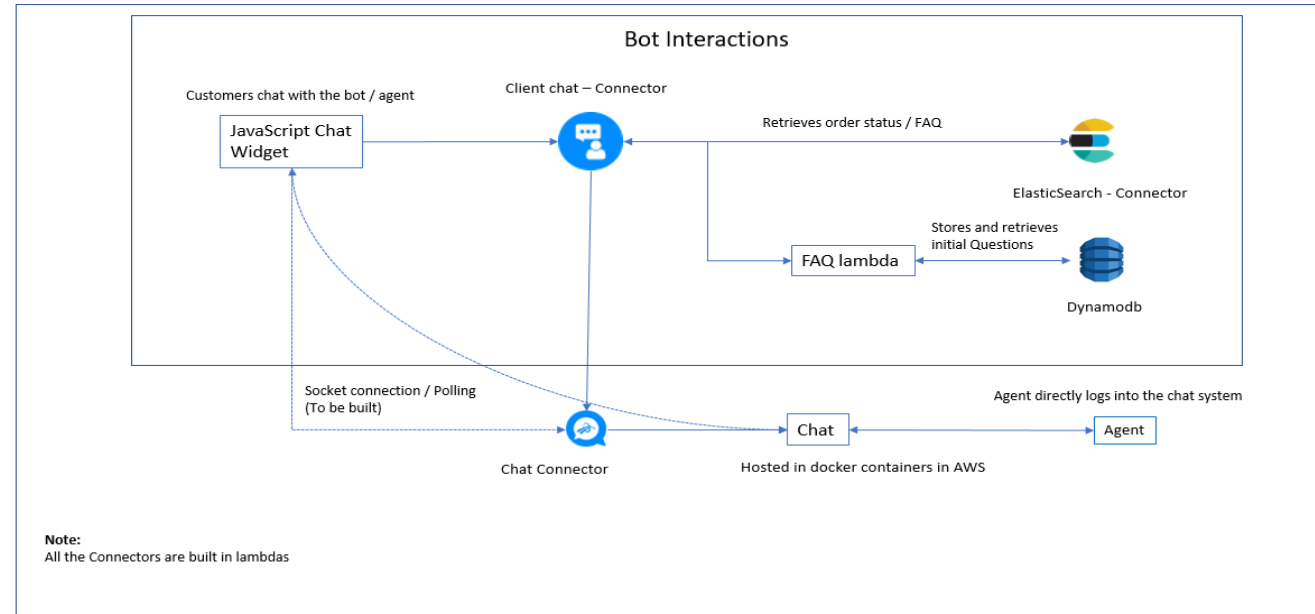
## AWS Cognito

Authentication with the application is handled by Cognito. The application is also integrated with Payment partners that uses Cognito JWT for validation. The chat system of the application is also integrated with SAML authentication with Cognito

# Frontend

**Single Page Application built on React JS using modern development standards (Server less and cross platform). The application is scalable by reducing processing on client side. The application also includes automatic updaters triggered from server side to ensure customer never needs to hit update button**

# Chat System



The chat system can connect to their existing chat systems in the CRM like Zen desk chat or Salesforce chat or they can use our own chat system. Because the system is loosely coupled, it can be connected with AI services like a chatbot or do image and sentiment analysis